

# WINCHESTER MARKET FOCUS - 2017

Prime property prices in Winchester increased in value by 0.8% in the first six months of 2017

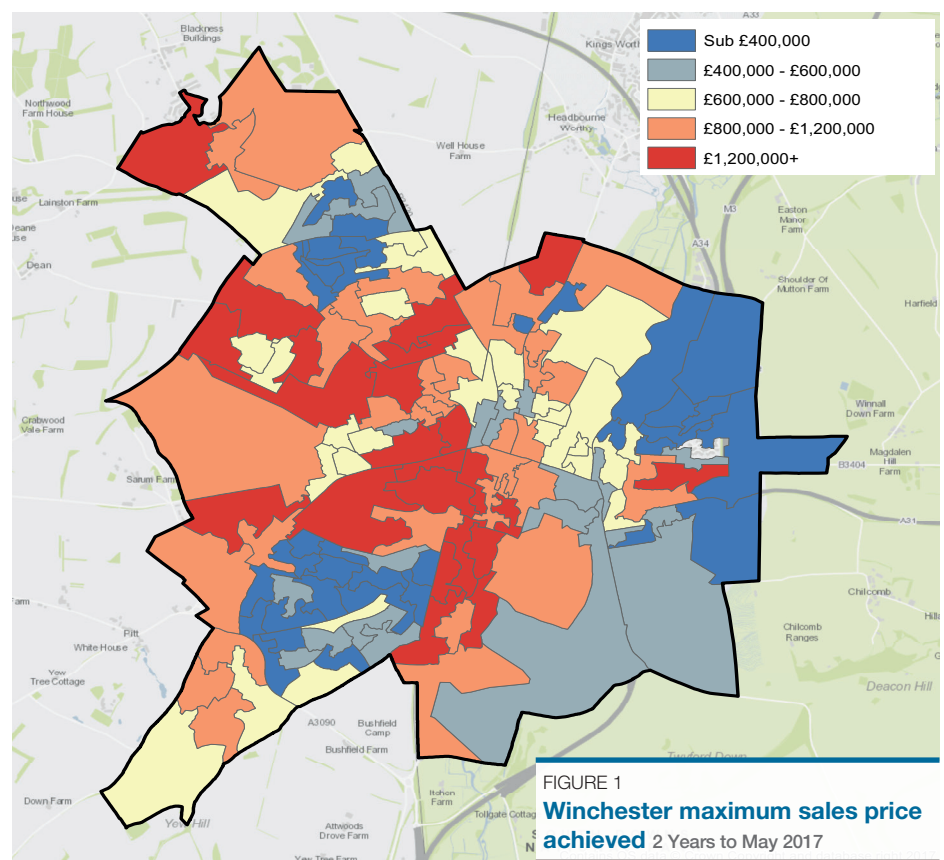
Annual growth, at 1.7%, is down from more than 9% at the same point last year, with this moderation reflecting a heightened sensitivity to pricing among buyers, as well as a backdrop of greater political and economic uncertainty.

It also follows a period of strong growth in Winchester's property market over the years following the financial crisis that saw the average price in the city rise from £324,000 in 2007 to nearly £430,000 today, Land Registry figures show.

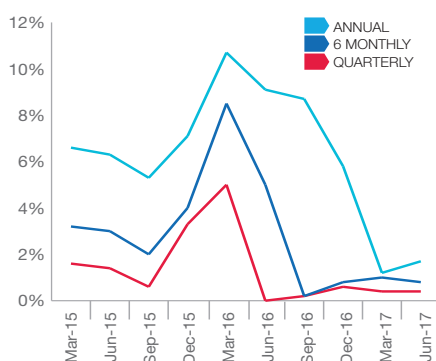
But while the headline figures suggest the market is subdued, agents note that there remains an imbalance between supply and demand across the city market which has ensured healthy competition for the best homes when they become available.

The volume of new prospective buyers registering their interest in buying a property in Winchester increased by 14% in year to July 2017 compared with the previous year, Knight Frank figures show.

The number of viewings conducted was also 2% higher over the same time.

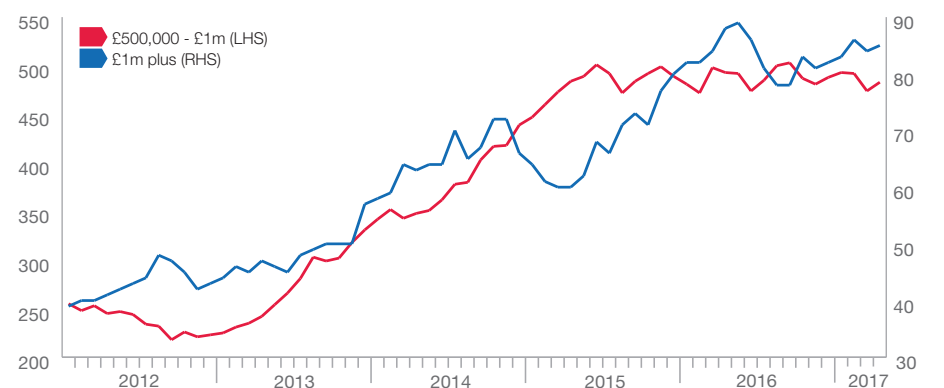


**FIGURE 2**  
**Winchester: Prime price change**



Source: Knight Frank Research

**FIGURE 3**  
**Winchester: Sales volumes** Annual rate (rolling 12 monthly totals), £500,000+



Source: Knight Frank Research / Land Registry

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However, this uptick in interest from prospective purchasers has not been matched on the supply side. Agents note that a number of vendors who are moving house are cautious about placing their homes on the market if they have not found a new property.

In geographical terms, price growth has been fairly uniform across the city. Property values in Hyde and the city centre have risen by 2.6% and 2% respectively over the last 12 months. To the south and the east of the city centre in St Cross and St Giles Hill annual price growth of 0.6% and 1.5% was recorded over the same time.

Low mortgage rates and a continued imbalance between supply and demand are likely to underpin pricing in 2017, with schools and good transport links to London and surrounding cities continuing to act as a draw.

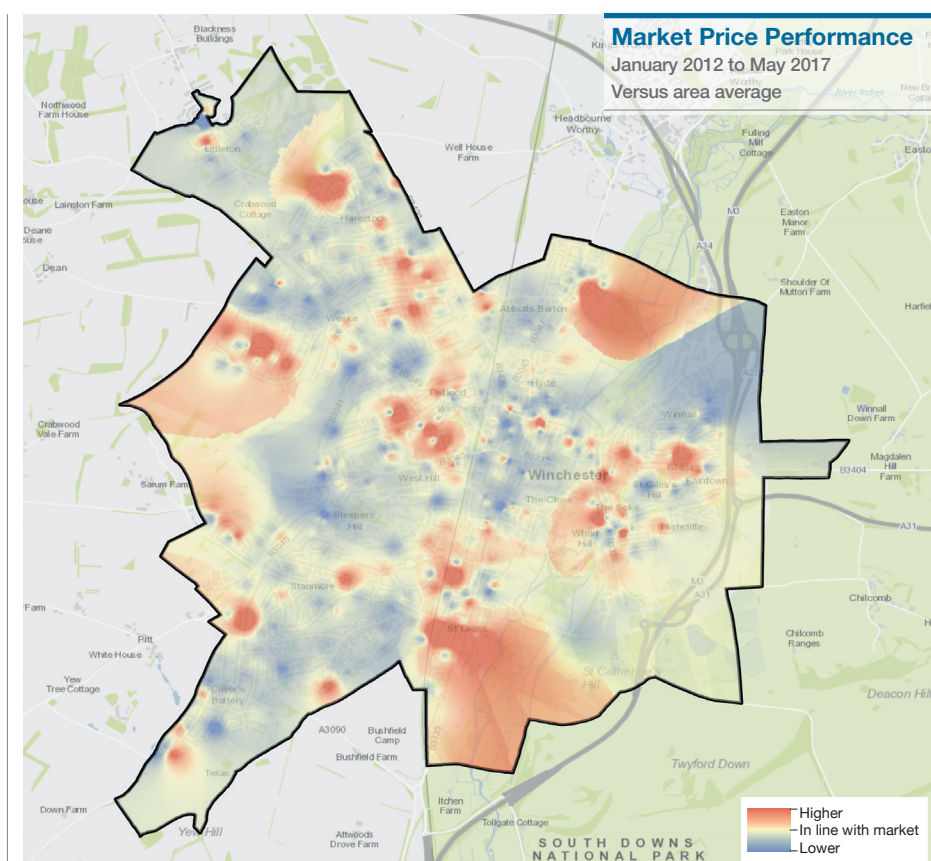
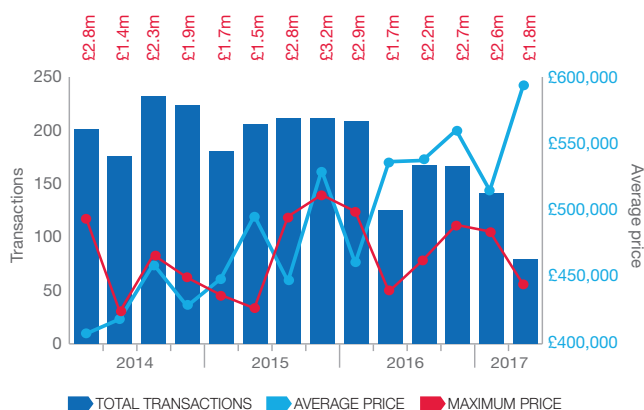
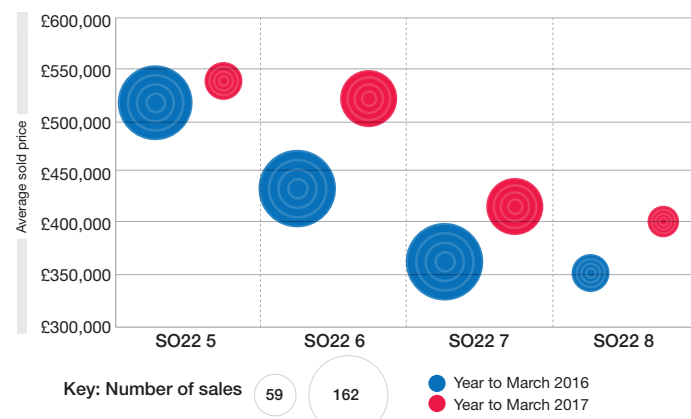


FIGURE 4  
**Winchester transaction volumes and pricing data**



Source: Knight Frank Research / Land Registry

FIGURE 5  
**Average sold price and sales volumes by area**



Source: Knight Frank Research / Land Registry

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